

**TOP
5
CONSIDERATIONS**
for CIOs

Implementing digital twins in a digital transformation effort

Enhanced Simulation and Forecasting

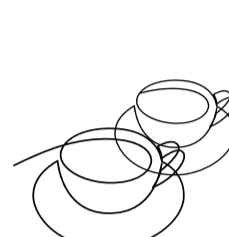
With digital twins in your mix,
you'll make decisions that truly fix

Digital twins guide the way,
turning insights into smarter play

Digital twins enable accurate simulations of physical assets, predicting performance under various conditions.

Bottom line: Implement digital twins for critical assets to run simulations and improve forecasting accuracy to facilitate proactive decision-making by visualising potential outcomes before real-world implementation.

Siemens uses digital twins to simulate and optimise the performance of industrial machinery, enhancing efficiency and reducing downtime.



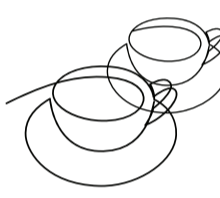
Improved Asset Management

Digital twins on the scene,
keep your assets running lean and keen

With digital twins in your sight,
assets perform day and night

Digital twins provide real-time insights into asset conditions, leading to better maintenance and management. Develop digital twin models for key assets to monitor their health and predict maintenance needs.

Bottom line: Reduce unplanned downtime and maintenance costs through predictive maintenance. GE uses digital twins for their jet engines, allowing for real-time monitoring and predictive maintenance, leading to increased reliability and reduced operational costs.



Boosted Product Development

Digital twins lead the race,
speeding products to market

For a swift launch that's never late,
digital twins accelerate your fate

Digital twins facilitate iterative design and testing, speeding up the product development cycle. Incorporate digital twin technology into a product design phase to test and refine prototypes virtually.

Bottom line: Accelerate time-to-market by allowing rapid testing and iteration. Boeing uses digital twins to design and test new aircraft components, reducing the need for physical prototypes and shortening development timelines.



After 30+ years of experience...

“ Digital twins bridge the physical and digital realms, enabling simulation that saves costs and reduces both operational and personal risks through actionable insights and proactive decision-making.

Proof that good things come in pairs and that even our genes have a sense of humour. ”

Optimised Operational Efficiency

Real-time views
with digital twins

Optimise and drive efficiency wins

Digital twins allow for the optimisation of operations by analysing real-time data and making data-driven adjustments. Use digital twins to continuously analyse operational data and adjust processes for optimal performance.

Bottom line: Enhance efficiency and reduce operational costs by optimising processes in real-time. Philips uses digital twins in their healthcare systems to optimise hospital operations and improve patient outcomes through data-driven insights.



Enriched Customer Experience

For service that's fine-tuned and precise

Digital twins make customer care nice

Digital twins can simulate customer interactions and product usage, leading to improved customer experience and satisfaction. Develop digital twins of customer touchpoints to analyse interactions and improve service delivery.

Bottom line: Allow for personalised and responsive customer experiences based on simulated scenarios. Disney uses digital twins to enhance guest experiences at theme parks by simulating crowd flows and optimising attractions for guest satisfaction.



Like to delve into, dissect or draw on my experience over a coffee —let's set up a time...

